



APPENDIX 2

FIELD & TAB, INC.
135 William Street, Fifth Floor
New York, NY 10038
P 212-220-5222
F 212-220-5233

RESPONDENT I.D. #

Job #M0006

(180) 01

FOR OFFICE USE

(105-108)

SEX TARGET (Q.3)

(109)

Male..... 1

Female..... 2

AGE TARGET (Q.5)

(110)

18-24..... 1

25-34..... 2

35-44..... 3

45-54..... 4

55-64..... 5

65+..... 6

MARKET:

| | |
|-----------------------------|--------------------------|
| (111) | (112) |
| Boston, MA 1 | Boynton Beach, FL..... 1 |
| Nashua, NH 2 | Charleston, WV 2 |
| NYC, NY 3 | Memphis, TN 3 |
| Wayne, NJ 4 | Jackson, MS..... 4 |
| North Riverside, IL 5 | Houston, TX 5 |
| Cleveland, OH 6 | Ft. Smith, AR 6 |
| Indianapolis, IN 7 | Aurora, CO 7 |

SUNSCREEN USE (Q.8)

(113)

Frequent..... 1

Occasional..... 2

RACE/ETHNIC TARGET (Q.10)

(114)

Caucasian..... 1

African American..... 2

Hispanic..... 3

Asian/American..... 4

Indian/Other..... 4

**SUN PROTECTION STUDY
SCREENER**

M0006

Respondent's Full Name _____

Address _____

City/ Town _____ State _____ ZIP Code _____

Telephone Number _____ Interview Date _____

Time Interview Began _____ Ended _____ Interview length _____ (115-116)

Good morning/afternoon/evening. My name is _____ from Field & Tab, an independent market research firm. We are conducting a survey about some healthcare products. We are not trying to sell you anything; we'd just like to ask you a few questions.

TERMINATE: INITIAL REFUSAL

(CIRCLE NEXT AVAILABLE NUMBER, ERASE AND RE-USE SCREENER)

(117-118)

| | | | | | | | | | | | | | | | | | | | | | | | | |
|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| 01 | 02 | 03 | 04 | 05 | 06 | 07 | 08 | 09 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 |
| 26 | 27 | 28 | 29 | 30 | 31 | 32 | 33 | 34 | 35 | 36 | 37 | 38 | 39 | 40 | 41 | 42 | 43 | 44 | 45 | 46 | 47 | 48 | 49 | 50 |

READ OUT:

If you qualify for this survey, you will be reading about new concepts and writing you responses to listed questions

NOTE: IF RESPONDENT DOES NOT SEEM TO BE COMFORTABLE WITH THE TASKS OF READING AND WRITING - TERMINATE

TERMINATE: UNCOMFORTABLE WITH READING AND WRITING

(CIRCLE NEXT AVAILABLE NUMBER, ERASE AND RE-USE SCREENER)

(119-120)

| | | | | | | | | | | | | | | | | | | | | | | | | |
|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| 01 | 02 | 03 | 04 | 05 | 06 | 07 | 08 | 09 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 |
| 26 | 27 | 28 | 29 | 30 | 31 | 32 | 33 | 34 | 35 | 36 | 37 | 38 | 39 | 40 | 41 | 42 | 43 | 44 | 45 | 46 | 47 | 48 | 49 | 50 |

- 1) Are you or any household member currently working for an Advertising Agency, Marketing Firm, Public Relations Firm, Market Research Firm, or a Manufacturer or Distributor of healthcare, skincare, beauty or cosmetic products?

RECORD ALL MENTIONED

(121)
 Yes 1 TERMINATE
 No 2 ⇒ CONTINUE
 Refused (**DO NOT READ**)..... 3 ⇒ TERMINATE

| TERMINATE: INDUSTRY (CIRCLE NEXT AVAILABLE NUMBER, ERASE AND RE-USE SCREENER) | | | | | | | | | | | | | | | | | | | | | | | | (122-123) |
|--|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|-----------|
| 01 | 02 | 03 | 04 | 05 | 06 | 07 | 08 | 09 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 |
| 26 | 27 | 28 | 29 | 30 | 31 | 32 | 33 | 34 | 35 | 36 | 37 | 38 | 39 | 40 | 41 | 42 | 43 | 44 | 45 | 46 | 47 | 48 | 49 | 50 |

- 2) Have you participated in any marketing research survey or discussion in the past six months?

(124)
 Yes 1 TERMINATE
 No 2 ⇒ CONTINUE

| TERMINATE: PAST PARTICIPATION (CIRCLE NEXT AVAILABLE NUMBER, ERASE AND RE-USE SCREENER) | | | | | | | | | | | | | | | | | | | | | | | | (125-126) |
|--|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|-----------|
| 01 | 02 | 03 | 04 | 05 | 06 | 07 | 08 | 09 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 |
| 26 | 27 | 28 | 29 | 30 | 31 | 32 | 33 | 34 | 35 | 36 | 37 | 38 | 39 | 40 | 41 | 42 | 43 | 44 | 45 | 46 | 47 | 48 | 49 | 50 |

- 3) Code gender of respondent?

(127)
 Male 1 → CHECK TARGET AND ASK Q.4b
 Female 2 → CHECK TARGET AND ASK Q.4a

- 4a) Would you say you are the PRIMARY purchase decision maker in your household when it comes to purchasing healthcare or skincare products such as sun screens, moisturizing creams, etc.? **READ LIST**

(128)
 Yes..... 1 CONTINUE
 No 2 TERMINATE

SKIP TO Q.5

| TERMINATE: NOT PRIMARY DECISION MAKER - FEMALE (CIRCLE NEXT AVAILABLE NUMBER, ERASE AND RE-USE SCREENER) | | | | | | | | | | | | | | | | | | | | | | | | (129-130) |
|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|-----------|
| 01 | 02 | 03 | 04 | 05 | 06 | 07 | 08 | 09 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 |
| 26 | 27 | 28 | 29 | 30 | 31 | 32 | 33 | 34 | 35 | 36 | 37 | 38 | 39 | 40 | 41 | 42 | 43 | 44 | 45 | 46 | 47 | 48 | 49 | 50 |

- 4b) Would you say you are the PRIMARY OR JOINT purchase decision maker in your household when it comes to purchasing healthcare or skincare products such as sun screens, moisturizing creams, etc.? **READ LIST**

(131)
 Yes..... 1 CONTINUE
 No 2 TERMINATE

| TERMINATE: NOT PRIMARY DECISION MAKER - MALE (CIRCLE NEXT AVAILABLE NUMBER, ERASE AND RE-USE SCREENER) | | | | | | | | | | | | | | | | | | | | | | | | (132-133) |
|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|-----------|
| 01 | 02 | 03 | 04 | 05 | 06 | 07 | 08 | 09 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 |
| 26 | 27 | 28 | 29 | 30 | 31 | 32 | 33 | 34 | 35 | 36 | 37 | 38 | 39 | 40 | 41 | 42 | 43 | 44 | 45 | 46 | 47 | 48 | 49 | 50 |

5) Which of the following best describes your age? **READ LIST. RECORD ONE RESPONSE**

- (134)
- Less than 18..... 1 ⇒ TERMINATE
- 18-24 2
- 25-34 3
- 35-44 4
- 45-54 5
- 55-64 6
- 65+ 9
- Refused..... 0 ⇒ TERMINATE

| TERMINATE: UNDER 18 OR REFUSED (CIRCLE NEXT AVAILABLE NUMBER, ERASE AND RE-USE SCREENER) | | | | | | | | | | | | | | | | | | | | | | | | (135-136) |
|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|-----------|
| 01 | 02 | 03 | 04 | 05 | 06 | 07 | 08 | 09 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 |
| 26 | 27 | 28 | 29 | 30 | 31 | 32 | 33 | 34 | 35 | 36 | 37 | 38 | 39 | 40 | 41 | 42 | 43 | 44 | 45 | 46 | 47 | 48 | 49 | 50 |

6) Which of the following products do you use outdoors in the sun? **READ LIST, RECORD ALL MENTIONS**

- (137)
- Moisturizer 1
- Body Lotion 2
- Sunscreen 3 → **MUST MENTION TO CONTINUE**
- Lip balm 4

| TERMINATE: NO SUNSCREEN IN SUMMER MONTHS (CIRCLE NEXT AVAILABLE NUMBER, ERASE AND RE-USE SCREENER) | | | | | | | | | | | | | | | | | | | | | | | | (138-139) |
|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|-----------|
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| 26 | 27 | 28 | 29 | 30 | 31 | 32 | 33 | 34 | 35 | 36 | 37 | 38 | 39 | 40 | 41 | 42 | 43 | 44 | 45 | 46 | 47 | 48 | 49 | 50 |

7) Which, if any, of the following outdoor activities do you participate in? **READ LIST, RECORD ALL MENTIONS**

- (140)
- Go to outdoor events (picnics, parks, concerts, etc.) 1
- Play outdoor sports..... 2
- Go to the beach..... 3 → **MUST MENTION FOR COASTAL MARKETS**
- None of the above 4 **TERMINATE**

| TERMINATE: NO LISTED ACTIVITIES (CIRCLE NEXT AVAILABLE NUMBER, ERASE AND RE-USE SCREENER) | | | | | | | | | | | | | | | | | | | | | | | | (141-142) |
|--|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|-----------|
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| 26 | 27 | 28 | 29 | 30 | 31 | 32 | 33 | 34 | 35 | 36 | 37 | 38 | 39 | 40 | 41 | 42 | 43 | 44 | 45 | 46 | 47 | 48 | 49 | 50 |

| TERMINATE: COSTAL MARKETS – DO NOT GO TO THE BEACH (CIRCLE NEXT AVAILABLE NUMBER, ERASE AND RE-USE SCREENER) | | | | | | | | | | | | | | | | | | | | | | | | (143-144) |
|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|-----------|
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| 26 | 27 | 28 | 29 | 30 | 31 | 32 | 33 | 34 | 35 | 36 | 37 | 38 | 39 | 40 | 41 | 42 | 43 | 44 | 45 | 46 | 47 | 48 | 49 | 50 |

8) You mentioned you use a sunscreen outdoors. How often would you say you use a sunscreen during the summer months?

READ LIST

- (145)
- 2-4 times a week or more often 1→CODE AS FREQUENT USER
- Once a week 2→CODE AS FREQUENT USER
- Once every 2 - 4 weeks.....3→CODE AS OCCASIONAL USER
- Less than once every 4 weeks4→TERMINATE

| TERMINATE: USE LESS THAN ONCE EVERY 4 WEEKS (CIRCLE NEXT AVAILABLE NUMBER, ERASE AND RE-USE SCREENER) | | | | | | | | | | | | | | | | | | | | | | | | (146-147) |
|--|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|-----------|
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| 26 | 27 | 28 | 29 | 30 | 31 | 32 | 33 | 34 | 35 | 36 | 37 | 38 | 39 | 40 | 41 | 42 | 43 | 44 | 45 | 46 | 47 | 48 | 49 | 50 |

9) What was the last grade of school that you completed?

READ LIST

- (148)
- Completed high school or less.....1
- Some college2
- Completed college3
- Graduate school4

INTERVIEWER OBTAIN A MIX OF RESPONDENTS FOR Q.9

10) For classification purposes only how would you describe your ethnicity? Are you...

READ LIST

- (149)
- White/Caucasian.....1 CHECK TARGET
- Black/African American.....2 CHECK TARGET
- Hispanic.....3 CHECK TARGET
- Asian/American Indian/Other4 CHECK TARGET

a) Do you have children living in your household?

- (150)
- Yes.....1 CONTINUE
- No.....2 SKIP Q.11b

11b) Are any...

- (151)
- Under 5 years.....1 CONTINUE
- 6 - 13 years2 CONTINUE
- 14 years or older.....3 CONTINUE

READ TO RESPONDENTS WHO QUALIFY TO PARTICIPATE IN THE STUDY

The reason I have been asking you these questions is to determine whether you qualify for a survey about sun screen products which will take approximately 10-15 minutes of your time and because we recognize that your time is valuable, you will be paid \$__ for your participation.

Would you like to participate in our survey?

- (152)
- Yes1 RECRUIT TO FACILITY
- No.....2 TERMINATE

| TERMINATE: QUALIFIED REFUSAL (CIRCLE NEXT AVAILABLE NUMBER, ERASE AND RE-USE SCREENER) | | | | | | | | | | | | | | | | | | | | | | | | (153-154) |
|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|-----------|
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| 26 | 27 | 28 | 29 | 30 | 31 | 32 | 33 | 34 | 35 | 36 | 37 | 38 | 39 | 40 | 41 | 42 | 43 | 44 | 45 | 46 | 47 | 48 | 49 | 50 |